

# THE BOOK ON RIDESHARING

*Resources, Tips, Fast Facts & More from the Commute  
Experts at Southern California Rideshare*

2001



SOUTHERN CALIFORNIA  
ASSOCIATION of GOVERNMENTS  
Southern California Rideshare

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### About this Booklet

We packed as many resources, tips and facts as we could into 16 pages. While we couldn't include every resource in Southern California, there's enough here to keep the average employee transportation coordinator (ETC) busy for quite a while! Our hope is that it will inspire you to try something new in your commute program...or just make your job a bit easier. Naturally, some of these places and contacts will change, so contact your Southern California Rideshare representative if you need help locating updated resources. Thanks for *all* you do to help promote ridesharing in the Southland.

—The Editor

P.S. Because of the way this guide is organized by category, in some cases we have listed contacts more than once. It's not a mistake—just a way to make it easier to find what you need!



# REFERRALS FOR COMMUTERS

*When employees come to you asking for help finding alternatives to driving alone, how can you help them? We begin this booklet with Southern California's primary resources for commute information: customized travel information via paper, telephone, and computer.*

## RideGuide

Ah, remember paper? It's easy to look at...delightful to hold...and when you get RideGuides for your employees, it contains all their commute options in one easy-to-reach place.

**What it is:** The RideGuide is a free customized, computer-generated guide that includes a person's commute options. Based on where he or she lives, works and work schedule, the RideGuide includes a list of carpool partners, vanpools, a transit itinerary and more.

**Who makes it:** Southern California Rideshare prints more than a quarter-million individualized RideGuides each year.

**How to get it:** You can get RideGuides for your employees once a year just by distributing an easy survey. If you need RideGuides at other times—e.g., for new employees—work with your Southern California Rideshare representative. Or you can refer employees to one of the resources listed on this page.

## 1-800-COMMUTE

You've seen 1-800-COMMUTE on those signs on the freeway. Heard the number mentioned on the radio.

**What it is:** 1-800-COMMUTE is a statewide automated telephone system that refers callers to the proper agency to get commute assistance. It's a touch-tone system at first, then callers get to speak to an actual human during normal business hours.

**How it works:** Callers follow instructions to get the type of service they desire (e.g. transit, carpool, telecommuting, etc.). The call is directed to the appropriate agency in the caller's area.

**To get a RideGuide:** Choose the "rideshare" option when following touch-tone directions. The operator will ask some questions, then your RideGuide can be mailed or faxed.

**What else it has:**

- 1 Transit information (in LA County, you'll get the Metropolitan Transportation Authority for transit information for all LA County transit providers)
- 2 Metrolink

- 3 Rideshare and Park & Ride lots (choose this option to reach a Southern California Rideshare operator)
- 4 Freeway and state highway information
- 5 Bicycling
- 6 Telecommuting
- 7 General information

## Commute Information On the Web: [www.socalcommute.org](http://www.socalcommute.org)

The Southern California Rideshare web site is the place where commuters can "one-stop shop" for their transportation needs.

**Register for a RideGuide—** Fill in a short form to register for a RideGuide, which will be sent by mail.

**Get Updated Commute Information—** When you register for a RideGuide on-line, you'll select a PIN code. This code will allow you to access your personal rideshare data at any time, so you can request updated RideGuides if your work hours or address change.

**Find a Transit Itinerary—** Input where you want to go and when and get an instant, on-line itinerary on any of more than 40 Southland transit providers. (You can get Los Angeles County transit information as well at [www.mta.net](http://www.mta.net).)

**Get Ridesharing Tips—** including Park & Ride lot locations, carpool lane information, and more.



# RESOURCES

## PUBLICATIONS

### *State of the Commute Report*

The only regional report that regularly studies commuters' habits and attitudes, the *State of the Commute* gives statistics and insight into what makes Southland commuters tick. It includes details on how employees get to work, programs offered by employers, and employee attitudes toward the commute.

**Published by:** Southern California Association of Governments.

**To get a copy:** Download it free at [www.scag.ca.gov](http://www.scag.ca.gov) (programs, projects, plans & publications). The printed report is available on a cost-recovery basis through Southern California Rideshare; call (213) 236-1800.

### *Long Range Transportation Plan for Los Angeles County*

20-year plan outlining transportation improvements within Los Angeles County, including highway, transit and non-motorized travel.

**Published by:** Los Angeles County Metropolitan Transportation Authority.

**To get a copy:** The plan was last updated in 1995. The 2001 draft is currently underway; information on how to order is expected to be posted Spring 2001 on the MTA's web site, [www.mta.net](http://www.mta.net).

### *Regional Transportation Plan*

Southern California Association of Government's 20-year plan for transportation includes statistics, charts, and words of warning that we need to change if we're going to accommodate the expected growth.

**Published by:** Southern California Association of Governments.

**To get a copy:** Download it free at [www.scag.ca.gov](http://www.scag.ca.gov). The report is also available on CD-ROM; call (213) 236-1800, ext. 893.

### *Metro Facts Guide*

Amazing facts about riding transit and rail in the greater Los Angeles area, including tidbits about Metro Rail construction.

**Published by:** Los Angeles County Metropolitan Transportation Authority.

**To get a copy:** Check it out on-line at [www.mta.net](http://www.mta.net) or call (213) 922-6235.

### *State of the Region Report*

How does Southern California score on transportation? Alas, it gets a "D," according to this report. Its transportation section assesses "how we're doing" on congestion, vehicle miles traveled, and other important indicators.

**Published by:** Southern California Association of Governments.

**To get a copy:** Download it free at [www.scag.ca.gov](http://www.scag.ca.gov) (programs, projects, plans & publications). The printed report is available on a cost-recovery basis; call (213) 236-1800, ext. 893.

### *US Census Report*

The full report is quite large, as one might imagine, but data is also available by region and category.

**Published by:** US Census Bureau.

**To get a copy:** Check out your choices at the official web site, [www.census.gov](http://www.census.gov). For more information on Los Angeles area census data call Southern California Association of Governments at (213) 236-1800, ext. 893.

### *Transit Fact Book*

A handy guide chock-full of national statistics on transit ridership, use, costs, and more. (Approx. 190 pages; updated annually.)

**Published by:** American Public Transit Association.

**To get a copy:** Order a free copy from the APTA web site at [www.apta.com](http://www.apta.com), or call (202) 496-4800.

### *Urban Mobility Study*

Get the facts from the study that has dubbed Angeles area's traffic the worst in the nation for 15 years running.

**Published by:** Texas Transportation Institute, Texas A & M University

**To get a copy:**

Download it free at <http://mobility.tamu.edu>, or you can purchase a printed copy. Order information is on-line, or call (979) 845-4853.

### *HOV Annual Report*

Facts and figures on the performance of carpool lanes in Los Angeles County.

**Published by:** Caltrans District 7.

**To get a copy:** Download it free at [www.dot.ca.gov/dist07](http://www.dot.ca.gov/dist07).

### *Pocket Guide to Transportation*

National facts and figures on transportation.

**Published by:** US Bureau of Transportation Statistics.

**To get a copy:** Download it free at [www.bts.gov/pg.pdf](http://www.bts.gov/pg.pdf) or call (202) 366-DATA.

### *TDM Tool Kit*

Complete kit for building a commute management program at your work site. Includes in-depth section on tax incentives, and a resource and reference section.

**Published by:** Association for Commuter Transportation.

**To get a copy:** Cost is \$40 members; \$75 non members.

Order on-line at <http://tmi.cob.fsu.edu/act/order.htm> or call (202) 393-3497.

### *Your Commuting Costs Brochure*

Most people grossly underestimate what they pay to drive alone—and nothing spells it out more clearly than this guide to calculating commuting costs.

**Published by:** Auto Club of Southern California.

**To get a copy:** Download it free at [www.aaa-calif.com](http://www.aaa-calif.com) or call (800) 400-4AAA.



## EXERCISE YOUR RIGHT TO KNOW!

Freedom of Information Act means you have a right to access government documents. For information on finding US Department of Transportation records, visit [www.dot.gov/ost/ogc/org/foia/index.htm](http://www.dot.gov/ost/ogc/org/foia/index.htm).



# RESOURCES

## **Nationwide Personal Transportation Study**

Takes a look at transportation on a 10-year basis.

**Published by:** US Department of Transportation.

**To get a copy:** Download it at [www.bts.gov/NTL](http://www.bts.gov/NTL) at the National Transportation Library or call the statistical hotline at **(800) 853-1351**.

## ASSOCIATIONS

### **American Public Transportation Association (APTA)**

Membership organization also oversees National Transit Awareness Week, holds events, and lobbies in favor of pro-transit issues.

**(202) 496-4800**  
[www.apta.com](http://www.apta.com)

### **Association for Commuter Transportation (ACT)**

National membership organization brings together employee transportation coordinators (ETCs) and other transportation professionals.

Southern California Chapter: call Lynn Sommer, current president at **(310) 315-7504**, or your Southern California Rideshare representative at **(213) 236-1800**.  
<http://tmi.cob.fsu.edu/act/act.htm>

### **Transportation Research Board (TRB)**

Publishes and awards outstanding research in the area of transportation.

**(202) 334-2934**  
[www.nas.edu/trb](http://www.nas.edu/trb)  
Committee on Transportation Demand Management  
[www.cutr.eng.usf.edu/trb](http://www.cutr.eng.usf.edu/trb)

### **Women's Transportation Seminar**

Membership organization for women in transportation professions.

**(202) 496-4340**  
[www.wtsnational.org](http://www.wtsnational.org)

## **Women's Transportation Coalition**

An affiliate of the National Association of Women Business Owners.

**(213) 622-3200**  
[www.nawbola.org/affiliat.htm](http://www.nawbola.org/affiliat.htm)

## TMAS/TMOs

*Transportation Management Associations/Organizations (TMAs/TMOs) are membership organizations that allow employers to pool resources and ideas to promote alternatives to driving alone at the work site.*

### **Burbank Media District TMO**

3000 W. Alameda, #C197  
Burbank, CA 91523  
**(818) 840-3279**

### **Glendale TMA**

400 W. Cerritos  
Glendale, CA 91204-2706  
**(818) 543-7641**

### **Long Beach Area Transportation Resource Association**

3333 E. Spring St.  
Long Beach, CA 90808  
**(562) 427-0425**

### **Pasadena TMA**

(c/o Jet Propulsion Laboratory,  
John Miranda)  
4800 Oak Grove Dr. M/S 354-7297  
Pasadena, CA 91109  
**(818) 354-7433**



## WANT TO START A NETWORK IN YOUR AREA?

Call your Southern California Rideshare representative at **(213) 236-1800**. He or she can help you pull together a network, including:

- ◆ Helping locate interested employers in your area
- ◆ Setting up regular meeting places/times
- ◆ Contributing ideas for a lively agenda, plus making regular presentations
- ◆ Helping promote your network to other employers

### **Warner Center TMO**

21550 Oxnard St., #850  
Woodland Hills, CA 91367  
**(818) 710-7767**

### **Westchester/LAX TMA**

5930 W. Century Blvd.  
Los Angeles, CA 90045  
**(310) 410-2999**

### **Westwood**

### **Transportation Network**

1015 Gayley Ave., #102  
Los Angeles, CA 90024  
**(310) 206-2851**

## NETWORKS

*Join others in your field for discussions related to transportation programs.*

### **LA T.E.A.M.**

Meets bi-monthly.  
Contact: Southern California Rideshare at **(213) 236-1800** and ask for the downtown Los Angeles account executive.

### **Santa Monica ETC Network**

Meets bi-monthly.  
Contact: Jackie Brooks  
**(310) 458-8956**

### **Torrance Transportation Network**

Meets monthly.  
Contact: Kim Fuentes  
**(310) 784-7904**

# RESOURCES

## FUNDING

### MTA Call for Projects

The Los Angeles County Metropolitan Transportation Authority awards funds for various transportation improvements, such as high-occupancy vehicle lanes, bike signal programs, Park & Ride lots, transportation demand management programs, pedestrian improvements and transit facilities. As an employer, you would need to work with your local government to apply for funds.

Call **(213) 922-2821** or visit the web site at **[www.mta.net](http://www.mta.net)**.

### Mobile Source Air Pollution Reduction Review Committee

Programs including ridesharing, advanced traveler information, bicycling and clean fuel vehicles are supported through funds from the \$4 vehicle registration fee.

Call **(909) 396-2479**, or visit them on-line at **[www.msarc-cleanair.org](http://www.msarc-cleanair.org)**.

## HIGHWAY & TRANSPORTATION AGENCIES

### Los Angeles County Metropolitan Transportation Authority

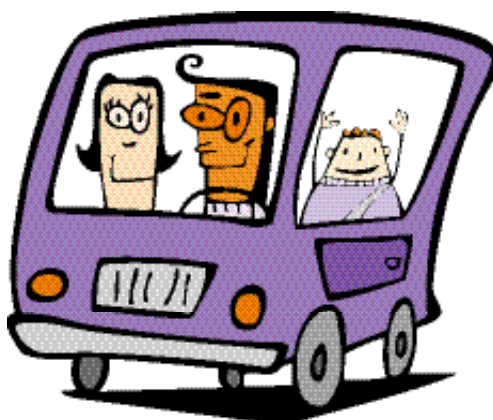
One Gateway Plaza  
Los Angeles, CA 90012  
**(213) 922-2000**  
**[www.mta.net](http://www.mta.net)**

(See inset box on this page for details)

### California Department of Transportation (Caltrans) District 7

120 S. Spring St.  
Los Angeles, CA 90012  
**(213) 897-4867**  
**[www.dot.ca.gov/disto7](http://www.dot.ca.gov/disto7)**

Covers Los Angeles and Ventura Counties; oversees construction and maintenance on highways on which motorists travel 91 million miles daily.



### Department of Motor Vehicles

Consult your phone directory for locations and numbers of local offices.

**[www.dmv.ca.gov](http://www.dmv.ca.gov)**

Drivers licenses and the like, as well as a *Driver's License Handbook* that includes tips for handling traffic congestion and road rage.

## AIR POLLUTION CONTROL DISTRICTS

### South Coast Air Quality Management District

Covering the South Coast Air Basin,

## A WORD ON THE MTA

Far more than just the Southland's largest transit provider, the Los Angeles County MTA is involved in all facets of improving transportation. The MTA funds the construction of carpool lanes, supports programs as diverse as "smart streets" and bicycle lanes, publishes helpful guides, offers special incentive programs—and even finances the rideshare services that thousands of employers receive in LA County through Southern California Rideshare. The agency offers a fascinating booklet on some of its diverse programs (see Metro Facts Guide, page 2), or you can learn more about the MTA at **[www.mta.net](http://www.mta.net)**.

including Los Angeles County (excluding the North County area), Orange, and portions of San Bernardino and Riverside.

21865 E. Copley Dr.  
Diamond Bar, CA 91765  
**(909) 396-2000**

**Transportation program hotline:(909) 396-3271**  
**[www.aqmd.gov](http://www.aqmd.gov)**

- ◆ Oversees Rule 2202, the mobile source mandate for employers with 250 or more employees at a site
- ◆ Holds workshops and monthly Employee Transportation Coordinator certification training (schedule on-line at **[www.aqmd.gov/trans/traing.html](http://www.aqmd.gov/trans/traing.html)**)

### Antelope Valley Air Pollution Control District

Covering North Los Angeles County

43301 Division St., #206  
Lancaster, CA 93535  
**(661) 723-8070**

### Transportation Information:

**(760) 245-1661, ext. 5706**. Oversees Rule 2200, which requires employers with 250 or more employees at a work site to conduct a commuter survey.

## EDUCATION

*The following schools offer classes on transportation demand management:*

**Cal State University Northridge**  
**(818) 677-1200**  
**[www.csun.edu](http://www.csun.edu)**

**University of California Los Angeles**  
**(310) 825-4321**  
**[www.ucla.edu](http://www.ucla.edu)**

**University of Southern California**  
**(213) 740-2311**  
**[www.usc.edu](http://www.usc.edu)**

# RESOURCES

## TRANSIT PROVIDERS

If you're looking for transit information on any of the Southland's more than 40 transit providers, you can get it on-line at **[www.socalcommute.org](http://www.socalcommute.org)** or contact individual transit providers in Los Angeles directly at the following:

Agency	Phone	Web Site
Amtrak	(800) USA-RAIL	<a href="http://www.amtrak.com/index3.html">www.amtrak.com/index3.html</a>
Antelope Valley Transit Authority (AVTA)	(661) 945-9445, ext. 200	<a href="http://www.avta.com">www.avta.com</a>
Arcadia Transit	(626) 445-2211	<a href="http://www.ci.arcadia.ca.us/dev-serv-eng/index.html">www.ci.arcadia.ca.us/dev-serv-eng/index.html</a>
Azusa Transit	(626) 812-5200	
Bell Gardens Town Trolley	(562) 806-7777	<a href="http://www.ci.bell-gardens.ca.us/publicworks.htm#trolley">www.ci.bell-gardens.ca.us/publicworks.htm#trolley</a>
Bellflower Bus	(562) 865-RIDE	<a href="http://www.bellflower.org/depts.htm">www.bellflower.org/depts.htm</a>
Burbank Local Transit (BLT)	(818) 246-4BLT	<a href="http://www.ci.burbank.ca.us/city/blt/index.html">www.ci.burbank.ca.us/city/blt/index.html</a>
Cerritos On Wheels	(562) 928-4COW	<a href="http://www.ci.cerritos.ca.us">www.ci.cerritos.ca.us</a>
Culver City Bus	(310) 253-6500	<a href="http://www.ci.culver-city.ca.us">www.ci.culver-city.ca.us</a>
DowneyLink	(562) 529-LINK	
<b>Foothill Transit</b>	<b>(800) RIDE-INFO</b>	<b><a href="http://www.foothilltransit.org">www.foothilltransit.org</a></b>
Glendale Bee Line	(818) 548-3960	<a href="http://www.glendalebeeline.com">www.glendalebeeline.com</a>
<b>Los Angeles County Metropolitan Transportation Authority (MTA)*</b>	<b>(800) COMMUTE</b>	<b><a href="http://www.mta.net">www.mta.net</a></b>
<b>LADOT (Los Angeles Department of Transportation)—DASH &amp; Commuter Express</b>	<b>(310) or (818) 808-2273</b>	<b><a href="http://www.ladottransit.com">www.ladottransit.com</a></b>
Lawndale Trolley	(310) 970-2100, ext. 170	
Long Beach Transit "The Passport"	(562) 591-2301	<a href="http://www.ci.long-beach.ca.us">www.ci.long-beach.ca.us</a>
Lynwood Trolley	(310) 604-0804	
<b>Metrolink</b>	<b>(800) 371-LINK</b>	<b><a href="http://www.metrolinktrains.com">www.metrolinktrains.com</a></b>
Monrovia Transit	(626) 358-3538	
Norwalk Transit System	(562) 929-5533	<a href="http://www.ci.norwalk.ca.us/transportation.htm">www.ci.norwalk.ca.us/transportation.htm</a>
Palos Verdes Peninsula Transit Authority	(310) 544-7108	<a href="http://www.palosverdes.com/pvtransit">www.palosverdes.com/pvtransit</a>
Santa Fe Springs The Tram	(562) 929-5550	<a href="http://www.santafesprings.org">www.santafesprings.org</a>
Santa Monica Big Blue Bus	(310) 451-5444	<a href="http://www.bigbluebus.com">www.bigbluebus.com</a>
Spirit Bus (Monterey Park)	(323) 869-1990	<a href="http://www.ci.monterey-park.ca.us/transportation/spirit.html">www.ci.monterey-park.ca.us/transportation/spirit.html</a>
Torrance Transit (MAX)	(310) 618-6266	<a href="http://www.maxbus.com">www.maxbus.com</a>
West Covina Shuttle	(626) 814-8491	<a href="http://www.westcov.org/events/transit.html">www.westcov.org/events/transit.html</a>
Santa Clarita Transit	(661) 294-1BUS	<a href="http://www.santa-clarita.com/cityhall/tes/transit.htm">www.santa-clarita.com/cityhall/tes/transit.htm</a>

*\*For Metro and all LA County transit providers*

# RESOURCES

## ON THE WEB

### Agencies & Associations

#### Association for Commuter Transportation

<http://tmi.cob.fsu.edu/act/act.htm>  
Commuter information, networking, events.

#### Automobile Club of Southern California [www.aaa-calif.com](http://www.aaa-calif.com)

Includes the Auto Club's annual guide to calculate the costs of owning and operating a vehicle in Southern California.

### Southern California Rideshare

[www.socalcommute.org](http://www.socalcommute.org)  
(or call 213/236-1800) Instant transit itineraries, RideGuide registration, rideshare tips, clip art

#### Bureau of Transportation Statistics

[www.bts.gov](http://www.bts.gov) or call (800) 853-1351  
Gives statistics, plus access to the National Transportation Library.

#### California Highway Patrol

[www.chp.ca.gov](http://www.chp.ca.gov)  
News on traffic incidents and more.

#### Caltrans (Los Angeles/Ventura Counties)

[www.dot.ca.gov/disto7](http://www.dot.ca.gov/disto7)  
Highway conditions, closures, and information on carpool lanes.

#### Los Angeles County Metropolitan Transportation Authority

[www.mta.net](http://www.mta.net)  
Timetables, pass/token sales and more from Los Angeles' largest bus and rail provider as well as the county's transportation commission.

#### Southern California Association of Governments

[www.scag.ca.gov](http://www.scag.ca.gov)  
Regional transportation planning, including links to city and county web sites.

#### Surface Transportation Policy Project

[www.transact.org](http://www.transact.org)  
Publishes reports such as "High Mileage Moms."

#### US Department of Transportation—Federal Highway Administration

[www.fhwa.dot.gov](http://www.fhwa.dot.gov)  
Learn more about TEA-21 and other highway programs.

#### US Department of Transportation—Federal Transit Administration

[www.fta.dot.gov](http://www.fta.dot.gov)  
Commuter choice information, the national transit library, and more.

#### US Government

[www.firstgov.gov](http://www.firstgov.gov)  
The granddaddy of government web sites, this site connects you with resources from all 27 million federal agency web pages.

#### Women's Transportation Seminar

[www.wtsnational.org](http://www.wtsnational.org)  
Professional membership organization.

### Commuter Assistance

*In addition to Southern California Rideshare's "one-stop shop" (see box at left), check out:*

#### Smart Traveler

[www.smarttraveler.com](http://www.smarttraveler.com)  
Real time maps, incident reports, and construction closures from Caltrans.

#### Also from Caltrans...

[www.dot.ca.gov/cgi-bin/roads.cgi](http://www.dot.ca.gov/cgi-bin/roads.cgi)  
Type in any freeway in the state and get an instant report on current incidents and road conditions.

#### Travel Advisory News Network

<http://traffic.tann.net>  
Real-time traffic reports.

#### Driving Directions & Maps

[www.mapquest.com](http://www.mapquest.com)  
[www.mapblast.com](http://www.mapblast.com)  
[www.expedia.com](http://www.expedia.com)

### Statistics & Research

#### National TDM and Telework Clearinghouse

[www.nctr.usf.edu/clearinghouse](http://www.nctr.usf.edu/clearinghouse)  
Links to transportation sites, and reports on topics related to transportation demand management.

#### Transportation Research Board

[www.nas.edu/trb](http://www.nas.edu/trb)  
Access over 2,100 papers, articles and reports on transportation.

#### TDM Encyclopedia

[www.vtapi.org/tdm](http://www.vtapi.org/tdm)  
Information on transportation demand management strategies from an independent research organization.

### Transit Advocacy

*For individual transit providers, see page 5*

#### American Public Transportation Association (APTA)

[www.apta.com](http://www.apta.com)  
National advocacy group for transit issues; annually sponsors Transit Awareness Week.

#### Operation Lifesaver

[www.oli.org](http://www.oli.org)  
Tips for rail safety, educational materials, events.

#### Southern California Transit Advocates

<http://socata.lerctr.org>  
Non-profit group dedicated to promoting transit in the greater Los Angeles area.





# RESOURCES

## ON THE WEB CONTINUED

### Clean Air

#### **Amazing Environmental Organization Web Directory**

**[www.webdirectory.com](http://www.webdirectory.com)**

Link to hundreds of environmental web sites.

#### **American Lung Association**

**[www.lungusa.org](http://www.lungusa.org)**

Clean air tips, information, and special section on car care for cleaner air at **[www.lungusa.org/air/envcarcare.html](http://www.lungusa.org/air/envcarcare.html)**.

#### **California Air Resources Board**

**[www.arb.ca.gov](http://www.arb.ca.gov)**

News on clean air mandates and issues.

#### **Clean Air Network**

**[www.cleanair.net](http://www.cleanair.net)**

Alliance of agencies for clean air; site features educational information on pollutants.

#### **Environmental Health Center (Office of Public Safety)**

**[www.nsc.org/ehc/mse.htm](http://www.nsc.org/ehc/mse.htm)**

Fact sheets on car emissions, ozone, fuel-efficient driving, maintaining your car, and more.

#### **Environmental Protection Agency—Office of Transportation & Air Quality**

**[www.epa.gov/omswww](http://www.epa.gov/omswww)**

Facts on emissions, fuel economy—plus a fun clean air quiz.

#### **Manufacturers of Emissions Control Association**

**[www.meca.org](http://www.meca.org)**

Interesting news and tid-bits on controlling emissions.

#### **Mobile Source Air Pollution Reduction Review Committee**

**[www.msrm-cleanair.org](http://www.msrm-cleanair.org)**

News on regional clean air programs funded by the state's \$4 vehicle registration fee.

#### **Natural Resources Defense Council**

**[www.nrdc.org](http://www.nrdc.org)**

Sign a petition for cleaner cars, plus get facts on smog.

#### **Sierra Club**

**[www.sierraclub.org](http://www.sierraclub.org)**

Features environmental news and events, including clean air and transportation issues.

#### **South Coast Air Quality Management District**

**[www.aqmd.gov](http://www.aqmd.gov)**

Responsible for ensuring Southern California meets clean air mandates.

### Alternative Fuels & Vehicles

#### **Alternative Fuels Data Center (US Department of Energy)**

**[www.afdc.nrel.gov](http://www.afdc.nrel.gov)**

Refueling sites, information on vehicles, and fuel facts.

#### **California Energy Commission**

**[www.energy.ca.gov](http://www.energy.ca.gov)**

News on gas prices.

#### **Office of Transportation Technologies**

**[www.fleets.doe.gov](http://www.fleets.doe.gov)**

Alternative fueled vehicles buyer's guide.

### Alternative Work Arrangements

#### **US Office of Personnel Management**

**[www.opm.gov/oca/aws/index.htm](http://www.opm.gov/oca/aws/index.htm)**

Fact sheets and policy on alternative work schedules or call (202) 606-5520.

### Park & Ride Lots

#### **Southern California Rideshare**

**[www.socalcommute.org/toppnr.htm](http://www.socalcommute.org/toppnr.htm)**

Map showing location and details on Southern California Park & Ride lots.

To find bicycling, telecommuting and event web sites, please see related sections in this booklet.

### Commuter Choice

*The Commuter Choice program offers tax breaks to employers who offer transit and vanpooling incentives and to commuters who use them.*

#### **Association for Commuter**

#### **Transportation & Commuter Choice**

**<http://tmi.cob.fsu.edu/act/benefit.htm>**

Tax benefits, Q & A, and the official IRS tax code.

#### **Environmental Protection Agency & Commuter Choice**

**[www.epa.gov/oms/transpublicat/pub\\_fact.htm](http://www.epa.gov/oms/transpublicat/pub_fact.htm)**

Commuter choice information from the Environmental Protection Agency or call (734) 214-4100.

#### **Federal Transit Administration & Commuter Choice**

**[www.fta.dot.gov/library/policy/cc/cc.html](http://www.fta.dot.gov/library/policy/cc/cc.html)**

Commuter Choice tool kit, fact sheets, union information.

#### **TransitChek**

**[www.commutercheck.com](http://www.commutercheck.com)**

Learn how to use vouchers as part of a Commuter Choice program or call (714) 899-4400.

### Legislation & Information

#### **California State Legislature**

**[www.leginfo.ca.gov](http://www.leginfo.ca.gov)**

Keep up to date on transportation legislation information that affects you by checking the status on state bills. In addition, individual agencies often take positions on bills—log onto their web sites or call directly for more information.

### Tax Information

#### **Internal Revenue Service**

**[www.irs.gov](http://www.irs.gov)** or call (800) 829-1040

Tax laws regarding commuters and businesses, including what are allowable deductions for parking, riding or offering transit, carpooling, vanpooling, etc.



# HELP FOR YOUR PROGRAMS

## RIDESHARE EVENTS

Enhance your rideshare efforts by “piggybacking” on events happening in the Southland. Many of these campaigns offer free posters and other promotional materials to make it easy to get involved.

### Rail Safety Awareness Week

Usually in **March**  
Sponsored by Metrolink  
(800) 808-LINK  
[www.metrolinktrains.com](http://www.metrolinktrains.com)

### Emergency Preparedness Month

**April**  
Sponsored by the Red Cross and other organizations.  
(213) 739-5555, [www.redcross.org](http://www.redcross.org);  
in Los Angeles: [www.acrossla.org](http://www.acrossla.org).

### Earth Day

**April 22**, annually  
[www.earthday.com](http://www.earthday.com)

### City of LA Emergency Preparedness Fair

**May**  
(213) 847-9992  
[www.lacity.org/epd](http://www.lacity.org/epd)

### Clean Air Month

**May**  
Sponsored by the American Lung Association  
(800) LUNG-USA  
[www.lungusa.org](http://www.lungusa.org)

### Bike to Work Week

Usually **mid-May**  
Sponsored by the California Bicycle Coalition and other organizations  
(619) 679-1027  
[www.bikelink.com](http://www.bikelink.com)

### National Transportation Week

The week including the **third Friday in May**  
Sponsored by a group of transportation organizations  
(877) 558-6874  
[www.ntweek.org](http://www.ntweek.org)

### Try Transit Week

Usually **mid-September**  
Sponsored by the American Public Transportation Association  
(202) 496-4800  
[www.apta.com](http://www.apta.com)

### California Rideshare Week

**First full work week in October**  
Sponsored in Los Angeles County by the MTA, Southern California Rideshare and other organizations  
(800) COMMUTE, (choose the “rideshare” option)  
[www.socalcommute.org](http://www.socalcommute.org)

### Telecommute America Day

Usually in **October**  
Sponsored by the International Telework Association and Council  
[www.telecommute.org](http://www.telecommute.org)

## AWARDS

Call ahead for information on when nominations are due.

### Rideshare Diamond Awards

Held annually in **April/May**  
Sponsored by Southern California Rideshare, Los Angeles County



Metropolitan Transportation Authority, and Ventura County Transportation Commission. Recognizes outstanding rideshare programs and commuters.

(213) 236-1800  
[www.socalcommute.org](http://www.socalcommute.org)

### Clean Air Awards

Held annually in **October**  
Sponsored by the South Coast Air Quality Management District. Recognizes outstanding contributions to clean air in the South Coast Air Basin.

(909) 396-2000  
[www.aqmd.gov](http://www.aqmd.gov)

### Tranny Awards

Held annually in the **spring**  
Sponsored by the California Transportation Foundation.  
(916) 453-1767

### ACT Awards

Western Regional awards are usually presented in **June**; national awards in **September**. Sponsored by the Association for Commuter Transportation. For more information, call Lynn Sommer, current ACT president, (310) 315-7504 download forms at <http://tmi.cob.fsu.edu/act/act.htm>, or call your Southern California Rideshare representative at (213) 236-1800.

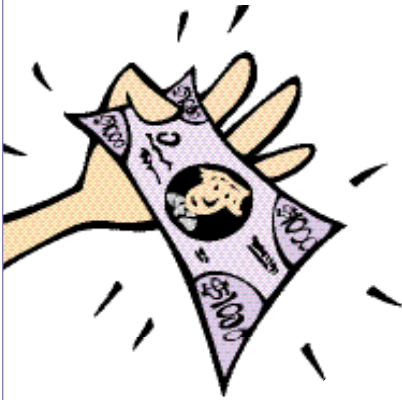
### APTA Awards

Held annually in **May**  
Sponsored by the American Public Transit Association; recognizes outstanding bus service and organizations that promote commuting by transit.  
(202) 496-4800  
[www.apta.com/services/awardsprog.pdf](http://www.apta.com/services/awardsprog.pdf)

# HELP FOR YOUR PROGRAMS

## MARKETING YOUR PROGRAM

*The “build it and they will come” mentality doesn’t work with rideshare programs. If you offer services/incentives to encourage employees to choose an alternative commute, be sure to let them know about it!*



### Sure-Fire Ways to Promote Your Program

**Recognition.** Let ridesharers know their efforts are appreciated. Distribute certificates they can post in their offices. Hand out incentives/rewards at all-staff meeting.

**Information.** It's the most under-estimated strategy—yet the most vital. People can't change their habits if they don't know how. It can be as simple as stocking a kiosk with bike maps and transit schedules. And, of course, distributing RideGuides which give a commuter all of his or her transportation options in one easy guide.

**Inspiration.** A little “rah rah” for the rideshare cause goes a long way—whether campaigns, events, posters, reminders, etc.

**And Repeat...** Keep the rideshare word in front of their eyes. Think about it: Nike and Coca-Cola didn't advertise once as they launched their products—they continue to introduce new campaigns and fresh messages. Ridesharing works the same way.

### Outsmart the In-Box

If most employees' in-boxes look more like filing cabinets, consider these ways to get your message noticed:

**Company intranet**—where you can even provide links to other helpful web sites

**Paycheck stuffers**

**Staff meetings**

**Lunch/break room**

**Any “high traffic” areas**, e.g. restroom or breakroom doors

**The main entrance or elevators**—meet and greet in person while the stressful drive is still fresh in employees' minds

**Company in-house newsletter**—see if you can get a regular “rideshare corner”

**Employee “welcome” or benefits packet**

**From the mouth of the CEO**—nothing underscores the importance of your program than having it come from “the top”

### Newsletter Tips

Some tips on making your rideshare newsletter a “must read” from the editor of *Crossroads*:

**Keep it brief.** People are busy and attention spans are short.

**Make it newsy.** A newsletter, as the name suggests, should contain news. Give your readers bits & pieces about your program, news on events, information about rideshare prize winners, etc.

**Be a name dropper.** People love to read about themselves and their friends.

**Simple is OK.** Some of the most effective newsletters don't have any graphics or illustrations at all.

**Focus on local.** Take a trick from newspapers and look for the local angle. If you're writing a story about Earth Day, for example, look for events nearby or profile a “clean air hero” right at your work site.

**Don't reinvent the wheel.** Many of the organizations listed in this guide would be happy to let you copy word-for-word their brochures, flyers or take stories off their web sites to pass on to your readers. The rideshare newsletter, *Crossroads*, encourages employers to copy stories. If your source doesn't state that you can copy the information, make a quick call to verify whether it's free to use.

### Resources

Download **free clip art illustrations** and articles from the Southern California Rideshare web site at [www.socalcommute.org](http://www.socalcommute.org).

Call (213) 236-1800 and ask for your rideshare representative to find out about the latest **free posters, brochures, “giveaway” items** and more for your employees.

Call your local transit provider (see page 5) for information on **free passes/tokens**—many offer them to allow commuters to “sample the merchandise” in the hopes they'll become regular riders.

Membership organizations can help you discover new ways to promote your program to staff as well as get outside recognition. For tips on how to promote your program, check out the **American Marketing Association (800) AMA-1150, [www.ama.org](http://www.ama.org)**.

### GIVE EMPLOYEES A MESSAGE THAT'LL HIT HOME

If you're trying to “sell” ridesharing, skip the guilt trip. Instead, give employees what's known as the WIIFM—“what's in it for me.” According to the *State of the Commute* report, people choose how they get to work based on what's most convenient, which most define as “being able to come and go as I please.” The second most important thing to commuters: saving time. If you can find ways to market your message to let employees know that ridesharing is easier than they think, you're half way there!

# HELP FOR YOUR PROGRAMS

## CARPPOOL & VANPOOL

### Fast Facts about Carpooling

*A carpool is two or more people sharing the ride in a car, typically taking turns driving.*

### WAYS TO HELP FORM CARPOOLS/VANPOOLS

1. **Provide RideGuides to your employees.** Each RideGuide is prepared individually and includes a list of potential carpool partners and vanpools based on home and work location and schedule. (Refer to page 1 for details.)
  2. **Run a Density Map,** a product of Southern California Rideshare that will show you where your employees live, giving you a better idea of who might be able to rideshare. Call your rideshare representative at (213) 236-1800 for details.
  3. **Hold a “Meet Your Match” party** where employees who live near each other can meet and make arrangements to carpool.
- ◆ **Southern California leads the nation in carpooling.** Over a 10-year period when carpooling dropped in the other major metropolitan areas in the nation, it held steady here.
  - ◆ **One in six people carpool** to work most days.
  - ◆ **Carpooling eliminates twice as many cars from the road each day** than travel on the Santa Monica Freeway.
  - ◆ **If everyone who currently carpools reverted to driving alone, we’d have 634,000 more**

**vehicles on our roads**—and 134 more tons of pollutants released into our air—every day.

- ◆ **41% of drive-alone commuters** said they would **consider carpooling.**

### Fast Facts About Vanpooling

*A vanpool is a group of seven to 15 people who commute together on a regular basis in a van. One person usually drives and maintains the van while others pay a monthly fee.*

- ◆ **There are more than 1,500 vanpools** on the road in Southern California.
- ◆ **Vanpooling is considered one of the most cost-effective and fuel-efficient** ways to get to work.
- ◆ **98% of vanpoolers** say they’d **recommend vanpooling** to others.

### How to Get a Carpool/ Vanpool Rolling

- ◆ **Most carpools are formed at the work site.** It’s usually a matter of finding a carpool partner, setting some rules, and hitting the road. For tips, go to [www.socalcommute.org/carptips.html](http://www.socalcommute.org/carptips.html).
- ◆ **One vanpool can get as many as 14 cars off the road!** For tips on forming a vanpool, ask for the guide, *Thinking of Starting a Vanpool?* Call (213) 630-1551.

### Vanpool/Carpool Leasing Companies

*96% of vanpool vehicles are leased, rather than owned by one of the commuters. For details, contact:*

**Enterprise Vanpool**  
**(800) VAN-4WORK**  
[www.vanpool.com](http://www.vanpool.com)

Also offers rental cars for carpools of four or more people.

**VPSI Commuter Vanpool**  
**(800) VAN-RIDE, [www.vpsiinc.com](http://www.vpsiinc.com)**

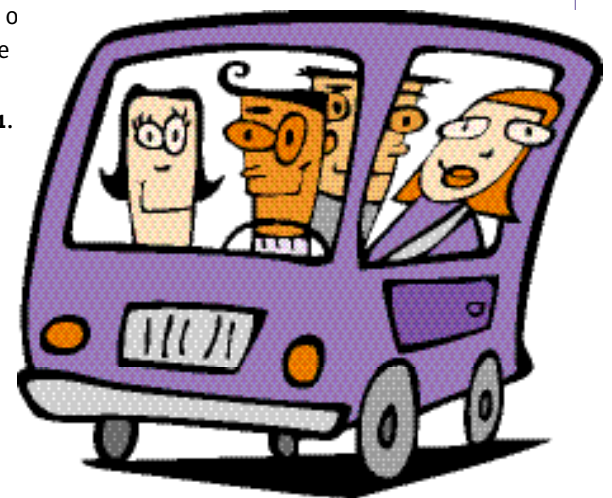
### Rebates & Subsidies

Los Angeles County Metropolitan Transportation Authority’s (MTA) **Rideshare Rewards** offers \$2-a day in gift certificates to people who try ridesharing. **Club Metro** gives discount rewards to current ridesharers. Call **(213) 922-2811** or visit the web site at [www.socalcommute.org/incentpr.html](http://www.socalcommute.org/incentpr.html)

Your employees who live in Riverside County may qualify for **Club Ride** (member discount rewards) sponsored by Riverside County Transportation Commission. Call **(909) 341-9230**.

Your employees who live in San Bernardino County may qualify for **Team Ride** (member discount rewards), sponsored by San Bernardino Associated Governments. Call **(909) 884-5459**.

Also from the MTA, the **Vanpool Rebate Program**, offering \$100 rebates to new vanpoolers and \$500 prize drawings for participating vanpools. Call **(213) 630-1551**, or visit the web site at [www.socalcommute.org/vanpool.htm](http://www.socalcommute.org/vanpool.htm).





# HELP FOR YOUR PROGRAMS

## CARPOOL LANES

Carpool lanes are designed to move people, rather than just cars. They are one of the most effective tools for encouraging people to carpool, vanpool or take transit because they save them time.

### Fast Facts...

#### ...On Time-Saving

- ◆ Carpool lanes save commuters on average **a minute-per-mile**.
- ◆ People who use them report an average time savings of **40 minutes a day**—or more than a third of their total commute time.
- ◆ “Saving time” is second only to **“convenience”** as the reason people give for choosing how they’ll get to work.

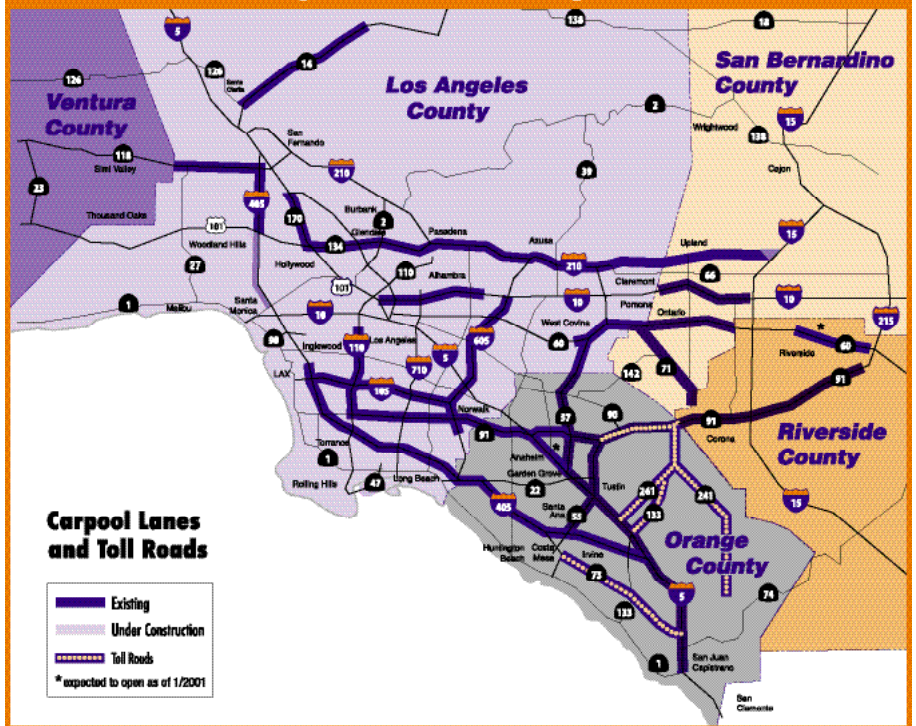
## Did You Know...?

Carpool lanes are always built in addition to a freeway—never taking away a general purpose lane.

#### ...On Their Effectiveness

- ◆ It’s no coincidence: the greater Los Angeles area has the **most carpools in the nation**, and also the highest rate of carpooling among major metropolitan areas.
- ◆ More than **a half-million people** a day use carpool lanes in Los Angeles County.
- ◆ On the average freeway, the carpool lane **carries 16% of the vehicles** and 27% of the people. Each regular lane carries 21% of the vehicles, but only 18% of the people on the entire freeway.

## Is there a carpool lane on your commute?



There are 528 miles of carpool lanes in Southern California—380 miles of them in Los Angeles County alone.

#### ...On How They Motivate People to Rideshare

- ◆ More than **half the commuters** who currently don’t have access to a carpool lane say they would be personally encouraged to rideshare if the lanes were available to them.
- ◆ An 11-year Southland study found that **only those freeways with carpool lanes saw a growth** in ridesharing.

### Rules of the Road

- ◆ Don’t drive alone or you’ll face a minimum **\$271 fine**.
- ◆ Only enter and exit a carpool lane at areas designated with signs and a broken double yellow or white line. **It’s against the law to cross the double yellow lines of a carpool lane**—you can be ticketed.

- ◆ Yes, **children count** as carpool partners.
- ◆ **Motorcyclists can ride alone** in carpool lanes.
- ◆ **Low- or no- emission vehicles** don’t need to meet minimum passenger requirements—proper identification required.
- ◆ Always **check posted signs**. Most, but not all, carpool lanes in the Southland require at least two people in a car.

### Ridesharing on the Toll Roads

Carpoolers can save up to **\$2.50 a day** when using the 91 Freeway toll road. It offers half price tolls for vehicles with three or more people. Motorists must purchase in advance a “transponder” that electronically deducts a fee every time the lanes are used. More information is available at **(800) 600-9191** or **www.91expresslanes.com**.

# HELP FOR YOUR PROGRAMS

## CARPOOL LANES CONTINUED

### Myths vs. Facts

**Myth:** Carpool lanes are underutilized.

**Fact:** Carpool lanes may sometimes look like they're not pulling their weight, but the fact is on average they move as many people as two general purpose lanes. Some carpool lanes carry almost half of the people on an entire freeway during peak hours!

**Myth:** If we opened carpool lanes to all traffic, we'd all move more quickly.

**Fact:** The incentive to use a carpool lane is that you'll travel faster so these lanes need to be free and clear. Take a lesson from the El Monte Busway—which suffered from traffic congestion when the carpool minimum requirements were dropped. Instead of having several slow-moving lanes and one fast-moving carpool lane, traffic simply slowed on all lanes.

**Myth:** Solo drivers are sneaking on the carpool lanes anyway.

**Fact:** According to CHP and Caltrans reports, violation rates on most carpool lanes is only 1.5%.

## BIKE BUDDIES

Prefer to ride with someone? Register for a RideGuide and (depending on where you live, work and your work schedule) you could get a list of people who want to cycle together to work. Call **(800) COMMUTE**, and choose the "rideshare" option—be sure to let the operator know you're interested in finding a Bike Buddy. Or register on-line at [www.socalcommute.org/carpool3.html](http://www.socalcommute.org/carpool3.html) and check "bicycling" as one of your interests.

## BICYCLING

*Commuters who live within 10 miles of work can often bicycle. Even longer distance commuters can use pedal-power if they combine bicycling with transit.*

### Fast Facts

- ◆ Currently **1%** of Southland commuters bicycle to work.
- ◆ Bicyclists are among the happiest commuters, ranking the ride a **7.7** on a scale of 1 (low) to 9 (high). Only rail riders give a higher rating (8.0). People who drive alone give the commute only a 6.6.
- ◆ Calories burned: someone weighing roughly 140 pounds cycling a breezy 10 mph will burn nearly **400 calories** in an hour. That same person being sedentary—say, *driving alone*—would burn a mere 80 calories.

### Organizations

**Bicycle Federation of America**  
**(202) 463-6622**

**California Bicycle Coalition**  
Organizes the annual Bike to Work Day campaign, among other events.  
**(916) 446-7558**  
[www.calbike.org](http://www.calbike.org)  
**In Los Angeles County:**  
**(213) 629-2142**  
[www.labikecoalition.org](http://www.labikecoalition.org)  
To register for Bike to Work Day:  
[www.bikelink.com](http://www.bikelink.com)

**League of American Bicyclists**  
**(202) 822-1333**  
[www.bikeleague.org](http://www.bikeleague.org)

### Bike Maps

**Los Angeles County Metropolitan Transportation Authority**  
**(800) COMMUTE, #5**

**Adventure Cycling**  
**(406) 721-1776**

**City of Los Angeles**  
**(213) 485-9957** or call your Southern California Rideshare representative at **(213) 236-1800**

**Santa Clarita**  
**(661) 255-4910**

### Bikes On Board Buses & Trains

**Metro Buses**—most buses are outfitted with racks. Permits are not required.

**Metro Rail**—Bikes are allowed on trains except during rush hours. A fee permit is required. Folding bikes in their containers are allowed on trains at all times.

**Metrolink**—Bicycles are allowed on trains with restrictions (two bikes per train). No permit is required.

**Foothill Transit**—All Foothill buses have front-loading bike racks; no additional fee or permit required.

**Antelope Valley Transit Authority**—All AVTA buses have racks; no additional fee or permit required.

### Bike Parking/Storage

**Metro Rail**—Lockers and racks are available at most Metro stations. A fee is required for bicycle locker rental. Call **(213) 922-7009**.

**Metrolink**—For information on storing your bike at Metrolink stations, call Metrolink at **(800) 808-LINK**.

**Park & Ride Lots**—Store bikes at designated Park & Ride lots. Call **(800) COMMUTE**, and choose the "rideshare" option, or check out the Park & Ride lot map at [www.socalcommute.org/toppnr.htm](http://www.socalcommute.org/toppnr.htm).

**Long Beach Bikestation**—Lockers, rentals, permits, events and more **(562) 436-BIKE**



# HELP FOR YOUR PROGRAMS

## TELECOMMUTING/TELEWORK

Telecommuting is working at home or an office close to home—full- or part-time.

### Telebusiness Centers

*Telebusiness centers offer the best of both worlds—work space close to home with all the amenities of an office.*

#### Santa Clarita Valley Telecenter

25709 Rye Canyon Rd., #105  
Valencia, CA 91335  
**(661) 294-8080**

#### City of Compton Blue Line Village

310 N. Willowbrook, #5B  
Compton, CA 90221  
**(310) 604-7717 or 7718**

#### Moorpark College Telecommuting Center

7075 Campus Rd.  
Moorpark, CA 93021  
**(805) 378-1400**

#### Thousand Oaks Telecommunity Center

2100 Thousand Oaks Blvd.  
(Civic Arts Plaza)  
Thousand Oaks, CA 91362  
**(805) 449-2354**

#### Ventura College Educational Telecommuting Center

4667 Telegraph Road  
Ventura, CA 93003  
**(805) 648-8980**

### Tips on Telecommuting

From the editor of *Working Woman* (although we're going to boldly assume this also goes for men):

- ◆ If you're trying to get your boss's okay to work at home, **put the request in writing**
- ◆ Consider a **six month trial**
- ◆ Set up a **separate office space**
- ◆ Assume you'll still need **day care**

- ◆ **Get equipped** with at least a chair, computer, fax and a two-line phone

### Fast Facts on Telecommuting

- ◆ There are nearly **19.6 million teleworkers** in the US, or about 10% of the adult population. (Source: 1999 AT & T and International Telework Advisory Council study)
- ◆ Nearly **9%** of Southland workers say they have the opportunity to work at home.
- ◆ Of those with the chance to work at home, **83%** actually do.
- ◆ Contrary to what many might believe, most telecommuting happens in **smaller companies**, those with fewer than 500 employees.
- ◆ Recent pilot projects in telecommuting showed it **boosted productivity**. In one study, 58% of managers said productivity was up.

### Resources & Organizations

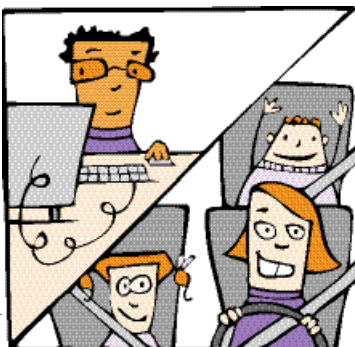
#### American

#### Telecommuting Association

Free brochures and a \$10 Instant Telecommuter Information Pack.  
**(800) ATA-4YOU,**  
[www.knowledgetree.com/ata.html](http://www.knowledgetree.com/ata.html)

#### California Department of Personnel Administration

Tips on successful telecommuting, including a list of agencies currently offering work-at-home programs.  
**(916) 327-9143**  
[www.dpa.ca.gov/telework/teleworkmain.shtm](http://www.dpa.ca.gov/telework/teleworkmain.shtm)



#### International Telework Association & Council

Membership organization offers assistance, information and runs the Telework American campaign.

**(202) 547-6157**

[www.telecommute.org](http://www.telecommute.org)

#### Los Angeles County Metropolitan Transportation Authority

offers an extensive telecommuting resource guide that includes management tips, training, sample presentation materials, photocopyable handouts and more. It is available for \$16.95 from the MTA; to order, call the Rideshare Rewards hotline at **(213) 922-2811**.

#### Southern California Telecommuting Partnership

Provides information and assistance on telecommuting to employers in the Southern California area.

**(800) 6INFOHWY (646-3649)**; also can be reached at (800) COMMUTE, option 6.

#### US Office of Personnel Management

Offers telecommuting briefing kit and fact sheets

**(202) 606-5520**

[www.opm.gov/wrkfam/telecomm/telecomm.htm](http://www.opm.gov/wrkfam/telecomm/telecomm.htm)

#### Telecommuting E-zine

[www.telecommutemagazine.com](http://www.telecommutemagazine.com)

### Also Get Telecommuting Help On-Line From...

#### [www.langhoff.com](http://www.langhoff.com)

Tips from the senior editor at Telecommuting Magazine; you can also link to sites with telecommuting forms, sample policies and case studies.

#### [www.YouCanWorkFromAnywhere.com](http://www.YouCanWorkFromAnywhere.com)

Not surprisingly, information on how you can work from anywhere.



# HELP FOR YOUR PROGRAMS

## FAST FACTS

### Commuting

Average commute distance.....	<b>32 miles (round trip)</b>
Travel time .....	<b>1 hr, 15 minutes</b>
Drive alone.....	<b>78%</b>
Carpool.....	<b>14%</b>
Rideshare at least once a week.....	<b>26%</b>
Avg. # of days people say they need their vehicle at work.....	<b>2 ½</b>
Percentage of people who don't need their vehicle at all.....	<b>36%</b>

### The Battle of the Sexes

Percent more men who usually drive alone than women.....	<b>5%</b>
Percentage of women making stops who pick up a child.....	<b>47%</b>
Percentage of men who do .....	<b>19%</b>
Men who'd consider ridesharing to save money.....	<b>40%</b>
Women who would .....	<b>16%</b>

### Road Rage...Or Not

Percentage of commuters who...	
Feel traffic is same as a year ago.....	
Feel it's worse.....	
Are fairly often or very often bothered by traffic congestion.....	<b>29%</b>
Usually need to wind down after the commute.....	<b>13%</b>

### Making a Switch

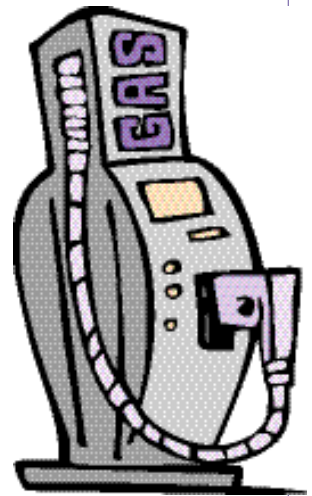
No. 1 reason people choose the mode they do.....	<b>Convenience</b>
No. 1 reason they switch to carpooling .....	<b>Save money</b>



### The Joy of Commuting

Asked to rate the commute on a scale of 1 (low) to 9 (high),

Bicyclists came in highest at	<b>7.9</b>
No. 2: walkers, rating their commute a	<b>7.6</b>
Drive alone commuters:	<b>6.2</b>
Satisfaction rating people who travel fewer than five miles give the commute	<b>7.3</b>
Satisfaction rating of people who travel 45 miles or more	<b>5.0</b>



### The Cost of Driving Alone

Average cost to drive alone to work, estimated by motorists.....	<b>\$97/month</b>
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### Taking a Toll

Area with the worst traffic in the nation.....	<b>Los Angeles</b>
Hours Angelinos spend in traffic delays each year.....	<b>76 hours</b>
Hours average American spends in traffic delays each year.....	<b>34 hours</b>
What traffic delays cost an average Southland driver each year.....	<b>\$1,205</b>
ons of gas used by a driver in a year due stuck in traffic.....	<b>110</b>
ge of LA's freeways deemed to have "congestion" .....	<b>75%</b>
<i>(Texas Transportation Institute Mobility Study)</i>	

### Words of Warning

Rate at which traffic congestion is growing.....	<b>3% a year</b>
Current rush-hour speeds.....	<b>35 mph</b>
Speeds in 2020 if changes aren't made.....	<b>15 mph</b>
<i>(Source: the Regional Transportation Plan)</i>	



# HELP FOR YOUR PROGRAMS

## COMMUTE STYLE GUIDE

For a detailed dictionary of transportation terms and acronyms, check out [www.multi-corridor-plan.org/definitions.html](http://www.multi-corridor-plan.org/definitions.html).

### Acronyms

<b>AAA</b>	American Automobile Association (Auto Club)
<b>ACT</b>	Association for Commuter Transportation
<b>ALA</b>	American Lung Association
<b>APTA</b>	American Public Transportation Association
<b>AQI</b>	Air Quality Index
<b>AQMD</b>	(see SCAQMD)
<b>AQMP</b>	air quality management plan
<b>APCD</b>	(see VCAPD)
<b>ARB</b>	(see CARB)
<b>ATIS</b>	Advanced Transportation Information Systems
<b>AVAPCD</b>	Antelope Valley Air Pollution Control District
<b>AVO</b>	average vehicle occupancy
<b>AVR</b>	average vehicle ridership
<b>Caltrans</b>	California Department of Transportation
<b>CARB</b>	California Air Resources Board
<b>CHP</b>	California Highway Patrol
<b>CMP</b>	commute management program
<b>CO</b>	carbon monoxide
<b>COG</b>	council of governments
<b>CTC</b>	California Transportation Commission
<b>DMV</b>	Department of Motor Vehicles
<b>DOT</b>	Department of Transportation

<b>ECRP</b>	Employee Commute Reduction Program
<b>EPA</b>	Environmental Protection Agency
<b>ETC</b>	employee transportation coordinator
<b>FHWA</b>	Federal Highway Administration
<b>FTA</b>	Federal Transit Administration
<b>HOT</b>	high occupancy toll (as in lanes)
<b>HOV</b>	high occupancy vehicle
<b>ISTEA</b>	Intermodal Surface Transportation Efficiency Act
<b>ITS</b>	intelligent transportation system
<b>LACMTA</b>	Los Angeles County Metropolitan Transportation Authority
<b>LADOT</b>	Los Angeles Department of Transportation
<b>MPO</b>	metropolitan planning organization
<b>MSRC</b>	Mobile Source Air Pollution Reduction Review Committee
<b>MTA</b>	see LACMTA
<b>O<sub>3</sub></b>	ozone
<b>OCTA</b>	Orange County Transportation Authority
<b>RCTC</b>	Riverside County Transportation Commission
<b>ROLA</b>	Rideshare On-Line Access
<b>RTP</b>	Regional Transportation Plan
<b>SANBAG</b>	San Bernardino Associated Governments
<b>SCAB</b>	South Coast Air Basin
<b>SCAG</b>	Southern California Association of Governments

<b>SCAQMD</b>	South Coast Air Quality Management District
<b>SCRRA</b>	Southern California Regional Rail Authority
<b>SOV</b>	single occupant vehicle
<b>STPP</b>	Surface Transportation Policy Project
<b>SUV</b>	sport utility vehicle
<b>TCM</b>	transportation control measure
<b>TDM</b>	transportation demand management
<b>TEA 21</b>	Transportation Equity Act of the 21st Century
<b>TMA</b>	transportation management association
<b>TMO</b>	transportation management organization
<b>TMP</b>	transportation management plan
<b>TRB</b>	Transportation Research Board
<b>TRO</b>	trip reduction ordinance
<b>TRP</b>	trip reduction plan
<b>TSM</b>	transportation systems management
<b>VCAPD</b>	Ventura County Air Pollution Control District
<b>VCTC</b>	Ventura County Transportation Commission
<b>VMT</b>	vehicle miles traveled
<b>VOC</b>	volatile organic compounds



# HELP FOR YOUR PROGRAMS

## COMMUTE STYLE GUIDE CONTINUED

### Common Words & Phrases

**Bus rapid transit**—Combines the quality of rail transit with the flexibility of buses, operating on exclusive transitways, HOV lanes, expressways or ordinary streets.

**Carpool**—two or more people sharing a ride in a car.

**Commuter**—someone traveling to and from work.

**Commuter express bus**—bus making fewer stops (as opposed to local bus), often traveling freeways between residential and business districts.

**Commuter rail**—high speed rail transit that does not share the road with traffic (i.e. Metrolink and Amtrak).

**ETC**—employee transportation coordinator, the person at a work site who runs the rideshare program.

**Heavy rail**—usually refers to underground rail systems (i.e. Metro Red Line).

**HOV lane**—high occupancy vehicle lane, also known as “carpool” “diamond” or “rideshare” lanes which require two or more passengers in a vehicle.

**HOT lanes**—toll lanes; sometimes offer discounts to ridesharers.

**Lane number**—the lane number reported on traffic reports is counted from the left-most lane of the freeway, excluding carpool lanes. Lane 1 is the mixed-flow lane closest to the center median.

**Light rail**—rail transit that runs on electrical lines and often shares the road with traffic (i.e. Metro Blue and Green Lines).

**Ozone**—a harmful form of oxygen which is a major component of smog.

**Park & Ride lot**—designated parking areas, usually free, where commuters can park and transfer to pre-arranged carpools, vanpools or transit.

**Rideshare**—in its broadest definition, ridesharing refers to any form of traveling other than driving alone, including carpooling, vanpooling, taking transit, bicycling, and walking.

**Rideshare Thursday**—a phrase coined to promote once-a-week carpooling over driving alone daily.

**Rush hour**—a misnomer; according to Caltrans, rush “hour,” the time period at which traffic is at its peak, now occurs from 6 to 9 a.m. and 3 to 7 p.m., Monday through Friday.

**SigAlert**—refers to a traffic situation that is expected to tie up traffic for a half-hour or longer; named for Lloyd Sigmon who coined the term.

**Smog**—originally meaning a combination of smoke and fog, smog now refers to air pollution produced by the reaction of certain emissions in sunlight.

**Telecommute**—to work at home or at an office close to home.

**Telework**—see telecommute.

**Vanpool**—seven to 15 people commuting on a regular basis in a van; one person usually drives the van while others pay a fee to split expenses.

### A Few Rules on Acronyms

#### Using for the first time

- ◆ Identify in full, followed by acronym in parenthesis i.e., Employee transportation coordinator (ETC)

#### When writing acronyms

- ◆ No periods i.e., ETC, not E.T.C.

#### Possessive

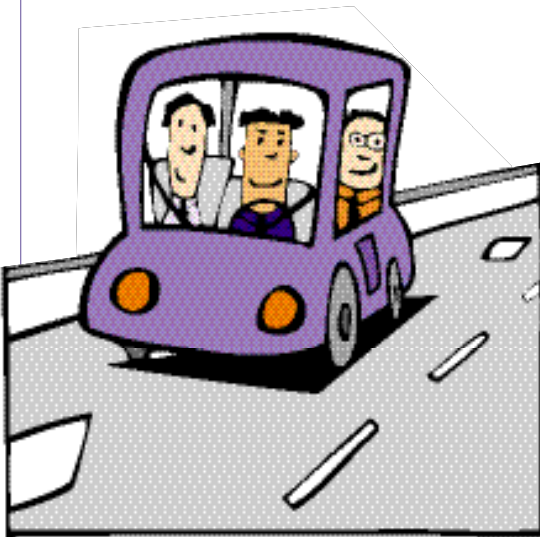
- ◆ Use apostrophe followed by “s” i.e., ETC’s (ETCs is plural)

#### Plural

- ◆ Small “s” i.e., ETCs, not ETCS

### Avoiding Pitfalls in Rideshare Writing

- ◆ Certain words are making their way into our regular vocabulary—such as carpool and vanpool. Be consistent. Don’t write it carpool one time, and car pool or car-pool the next.
- ◆ There is no past tense for rideshare. Use shared the ride. (Please...not rodeshare or rideshared.)
- ◆ Metrolink is one word, no capital on the “L”. Metro Rail is always written as two words. When referring specifically to a particular line, it’s Metro Blue Line, Metro Green Line, or Metro Red Line.



# FINAL NOTES

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## Want More Information?

Southern California Rideshare offers free publications to help you design and promote your rideshare program. Call your rideshare representative for details on how to order these materials. Quantities may be limited and materials available on a first-come, first-served basis.

## Brochures & Flyers

***It Isn't Easy Getting to Work in Southern California***—general rideshare information

***Take the Stress Out of Getting to Work***—details on driving and stress

**HOV lane brochure**

***Get Into the Fast Lane*** HOV lane flyer

**Park & Ride Guide** flyer

***Get Ready for Another Aftershock: Traffic*** flyer (emergency preparedness)

**Vanpooling** brochure

**MTA Rideshare 2000/Club Metro program** brochures

**Vanpool Rebate Program** brochure

## Handbooks

***Thinking of Starting a Vanpool?*** (2000)

***TEA 21—Commuter Choice program*** (1999)

***Financial Incentives Handbook*** (1997)

**California's Parking Cash-Out Law** (1996)

***Telecommuting: A Formula for Business***  
\$16.95 (1996)

## Posters

***100 Reasons to Rideshare***—shows how smog hurts kids most

**Web site** ([www.socalcommute.org](http://www.socalcommute.org))  
promotional poster

***Don't Just Sit There...Rideshare*** poster  
(also photocopiable flyer)

**Telecommuting** promotional poster

**Variable Work Hours** promotional poster

***Smog Is Not Healthy for Children and Other Living Things*** (clean air) poster

**HOV lane** promotional poster

***Developing a Transportation Program***  
for building owners and managers (1995)

***Variable Work Hours Handbook*** (1995)

***TMA Handbook*** (1994)

***Cut & Paste*** (clip art) (1994)

## Newsletters

***Crossroads*** monthly newsletter

**For more information contact the  
Southern California Rideshare Offices**

**Los Angeles** 818 W. 7th St., 12th Floor, Los Angeles, CA 90017, Business: (213) 236-1800  
**Northern Los Angeles** 704 E. Palmdale Blvd. Palmdale, CA 93550 Business: (661) 273-2425  
**Ventura** 950 County Square Dr, Suite 101 Ventura, CA 93003, Business: (805) 656-2477

**For information on commuting in  
Riverside and San Bernardino counties contact:**

**Inland Empire Commuter Services** 1746 Spruce St., P.O. Box 51780, Riverside, CA 92517-2780 Business: (909) 341-9394



**Commuter Information:**  
1-800-COMMUTE  
(choose the "rideshare" option)

**On the Internet:**  
[www.socalcommute.org](http://www.socalcommute.org)